

## ORDER



KSDK

**Orders**  
**Order / Rev:** 695849  
**Alt Order #:**  
**Product Desc:** McCaskill for Senate 2012  
**Estimate:** 11281  
**Flight Dates:** 10/18/12 - 10/29/12  
**Original Date / Rev:** 10/18/12 / 10/18/12  
**Order Type:** Political

**Primary AE:** Local House  
**Sales Office:** KSDK  
**Sales Region:** LOC

**Agency**  
**Name:** Media Strategies  
**Buying Contact:**  
**Billing Contact:**  
 9990 Lee Hwy #210  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** McCaskill, C/ D/ Senate  
**Demographic:** A25-54  
**Product Codes:** PL-US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	118	\$134,825.00	\$114,601.25
10/29/12	10/29/12	25	\$31,925.00	\$27,136.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	118	\$134,825.00	\$114,601.25	0.00
November 2012	25	\$31,925.00	\$27,136.25	0.00
<b>Totals</b>	<b>143</b>	<b>\$166,750.00</b>	<b>\$141,737.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSDK	40%	\$166,750.00
Market	100%	\$416,875.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	60%	\$250,125.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/23/12	10/26/12	M-F 5-6A 5-6a	CM	5-6A	- 2222 - -	:30	8	\$450.00	P-2	0.00	NM	8	\$3,600.00
<div> <u>Start Date</u>   <u>End Date</u>   <u>Weekdays</u>   <u>Spots/Week</u>   <u>Rate</u>   <u>Rating</u>            Week: 10/22/12   10/28/12   - 2222 - -   8   \$450.00   0.00         </div>															
2	KSDK	10/29/12	10/29/12	M-F 5-6A 5-6a	CM	5-6A	2 - - - - -	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	10/29/12	10/29/12	M-F 5-6A 5-6a	CM	5-6A	2-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	2-----	2		\$450.00		0.00						
3	KSDK	10/23/12	10/26/12	M-F 6-7A 6-7a	CM	6-7A	-2222--	:30	8	\$900.00	P-2	0.00	NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-2222--	8		\$900.00		0.00						
4	KSDK	10/29/12	10/29/12	M-F 6-7A 6-7a	CM	6-7A	2-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	2-----	2		\$900.00		0.00						
5	KSDK	10/23/12	10/26/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-4444--	:30	16	\$825.00	P-2	0.00	NM	16	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-4444--	16		\$825.00		0.00						
6	KSDK	10/29/12	10/29/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	4-----	:30	4	\$825.00	P-2	0.00	NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	4-----	4		\$825.00		0.00						
7	KSDK	10/27/12	10/27/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$250.00		0.00						
8	KSDK	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$500.00		0.00						
9	KSDK	10/27/12	10/27/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$500.00		0.00						
10	KSDK	10/28/12	10/28/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$250.00		0.00						
11	KSDK	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$500.00		0.00						
12	KSDK	10/28/12	10/28/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$450.00		0.00						
13	KSDK	10/24/12	10/26/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	--1-1--	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--1-1--	2		\$375.00		0.00						
14	KSDK	10/23/12	10/25/12	M-F 10-11A News at 10am	CM	10-11A	-1-1---	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-1-1---	2		\$250.00		0.00						
15	KSDK	10/24/12	10/26/12	M-F 11-12P Today Show III	CM	11A-12P	--1-1--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--1-1--	2		\$275.00		0.00						
16	KSDK	10/23/12	10/25/12	M-F Noon News Noon News	CM	12-1230p	-1-1---	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	KSDK	10/23/12	10/25/12	M-F Noon News Noon News	CM	12-1230p	- 1- 1- - -	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1- 1- - -		2			\$350.00			0.00			
17	KSDK	10/29/12	10/29/12	M-F Noon News Noon News	CM	12-1230p	M- - - - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- - - - -		1			\$350.00			0.00			
18	KSDK	10/24/12	10/24/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	- - W- - - -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - W- - - -		1			\$300.00			0.00			
19	KSDK	10/29/12	10/29/12	Days of Our Lives Days of Our Lives	CM	1-2P	M- - - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- - - - -		1			\$450.00			0.00			
20	KSDK	10/26/12	10/26/12	M-F 2-3p Dr. Oz	CM	2-3p	- - - - F- -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - F- -		1			\$300.00			0.00			
21	KSDK	10/23/12	10/26/12	M-F 3-4p Ellen	CM	3-4p	- 2222- -	:30	8	\$375.00	P-3	0.00	NM	8	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 2222- -		8			\$375.00			0.00			
22	KSDK	10/29/12	10/29/12	M-F 3-4p Ellen	CM	3-4p	2- - - - -	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	2- - - - -		2			\$375.00			0.00			
23	KSDK	10/23/12	10/26/12	M-F 430-5p Jeopardy	CM	430-5p	- 1111- -	:30	4	\$825.00	P-2	0.00	NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111- -		4			\$825.00			0.00			
24	KSDK	10/29/12	10/29/12	M-F 430-5p Jeopardy	CM	430-5p	M- - - - -	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- - - - -		1			\$825.00			0.00			
25	KSDK	10/23/12	10/26/12	M-F 4P News News 5 at Four	CM	4-430P	- 1111- -	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111- -		4			\$750.00			0.00			
26	KSDK	10/29/12	10/29/12	M-F 4P News News 5 at Four	CM	4-430P	M- - - - -	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- - - - -		1			\$750.00			0.00			
27	KSDK	10/23/12	10/26/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	- 1111- -	:30	4	\$1,875.00	P-2	0.00	NM	4	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111- -		4			\$1,875.00			0.00			
28	KSDK	10/29/12	10/29/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M- - - - -	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- - - - -		1			\$1,875.00			0.00			
29	KSDK	10/23/12	10/26/12	M-F 5P News News Channel 5 at 5P	CM	528-530P NIGHTL- (5:28 PM-5:30 PM)	- 1111- -	:30	4	\$2,700.00	P-2	0.00	NM	4	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111- -		4			\$2,700.00			0.00			
30	KSDK	10/29/12	10/29/12	M-F 5P News News Channel 5 at 5P	CM	528P-530P NIGHTM- (5:28 PM-5:30 PM)	- - - - -	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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30	KSDK	10/29/12	10/29/12	M-F 5P News News Channel 5 at 5P	CM	528P-530P NIGHTM (5:28 PM-5:30 PM)	-----	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$2,700.00			0.00			
31	KSDK	10/23/12	10/26/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-2222--	:30	8	\$2,025.00	P-2	0.00	NM	8	\$16,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-2222--		8			\$2,025.00			0.00			
32	KSDK	10/29/12	10/29/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	2	\$2,025.00	P-2	0.00	NM	2	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		2			\$2,025.00			0.00			
33	KSDK	10/27/12	10/27/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$650.00			0.00			
34	KSDK	10/27/12	10/27/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$700.00			0.00			
35	KSDK	10/28/12	10/28/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$700.00			0.00			
36	KSDK	10/23/12	10/26/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	-1111--	:30	4	\$1,950.00	P-2	0.00	NM	4	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1111--		4			\$1,950.00			0.00			
37	KSDK	10/29/12	10/29/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,950.00	P-2	0.00	NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$1,950.00			0.00			
38	KSDK	10/27/12	10/27/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$400.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	KSDK	10/22/12-10/28/12	630-7P Wheel Sat		630-7P	-----Sa--	:30	<del>(\$400.00)</del>	0.00	NM				
				See MG 38.2 [OVERSOLD]											
	2	KSDK	10/27/12-10/27/12	630-7P Wheel Sat		630-7P	-----Sa--	:30	\$600.00	0.00	NM				
				Ⓜ MG for 38.1 10/27 [n/a]											
39	KSDK	10/29/12	10/29/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$4,200.00	P-3	0.00	NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$4,200.00			0.00			
40	KSDK	10/29/12	10/29/12	Mon Prime C Revolution	CM	9-10P	M-----	:30	1	\$2,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$2,000.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	KSDK	10/29/12-11/04/12	Mon Prime C		9-10P	M-----	:30	<del>(\$2,000.00)</del>	0.00	NM				
				See MG 52.2,52.3,52.4,52.5 [LUR is \$1800. Reduce rate.]											
41	KSDK	10/23/12	10/23/12	Tue Prime A The Voice	CM	7-8P	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----		1			\$4,000.00			0.00			

Order / Rev: 695849  
 Alt Order #:  
 Flight Dates: 10/18/12 - 10/29/12

Advertiser: McCaskill, C/ D/ Senate  
 Product Desc: McCaskill for Senate 2012  
 Estimate: 11281

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
41	KSDK	10/23/12	10/23/12	Tue Prime A The Voice	CM	7-8P	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$4,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/22/12-10/28/12		Tue Prime A		7-8P	-T-----	:30		\$4,000.00		0.00	NM		
42	KSDK	10/23/12	10/23/12	Tue Prime B Go On/ The New Normal	CM	8-9P	-T-----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,100.00		0.00						
43	KSDK	10/23/12	10/23/12	Tue Prime C Parenthood	CM	9-10P	-T-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$2,250.00		0.00						
44	KSDK	10/24/12	10/24/12	Wed Prime A Animal Practice/ Guys with Kids	CM	7-8P	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$900.00		0.00						
45	KSDK	10/24/12	10/24/12	Wed Prime B Law & Order: SVU	CM	8-9P	--W----	:30	1	\$3,300.00	P-2	0.00	NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$3,300.00		0.00						
46	KSDK	10/25/12	10/25/12	Thu Prime B Office/ Parks & Rec	CM	8-9P	---T---	:30	1	\$2,100.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$2,100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/22/12-10/28/12		Thu Prime B		8-9P	---Th----	:30		<del>(\$2,100.00)</del>		0.00	NM		
See MG 52.2,52.3,52.4,52.5 [Rate is now \$2400]															
47	KSDK	10/25/12	10/25/12	Thu Prime C Rock Center with BW	CM	9-10P	---T---	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$2,100.00		0.00						
48	KSDK	10/26/12	10/26/12	Fri Prime A Whitney/ Community	CM	7-8P	----F--	:30	1	\$1,500.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/22/12-10/28/12		Fri Prime A		7-8P	----F--	:30		<del>(\$1,500.00)</del>		0.00	NM		
See MG 48.2,48.3 [programming change...now airing Mockingbird Lane 8-9p]															
2	KSDK	10/18/12-10/18/12		Days of Our Lives		1-2P	---Th----	:30		\$450.00		0.00	NM		
Ⓜ MG for 48.1 10/26 [n/a]															
3	KSDK	10/19/12-10/19/12		M-F 10-11A		10-11A	----F--	:30		\$250.00		0.00	NM		
Ⓜ MG for 48.1 10/26 [n/a]															
49	KSDK	10/26/12	10/26/12	Fri Prime C Dateline	CM	9-10P	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$2,000.00		0.00						
N50	KSDK	10/27/12	10/27/12	Sat Prime A Animal Practice/ Go On	CM	7-8p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$350.00		0.00						

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Advertiser: McCaskill, C/ D/ Senate  
 Product Desc: McCaskill for Senate 2012  
 Estimate: 11281

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N50	KSDK	10/27/12	10/27/12	Sat Prime A Animal Practice/ Go On	CM	7-8p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$525.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/22/12    10/28/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$350.00    0.00                 </div> </div>															
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u> </div> <div>                     1 KSDK 10/22/12-10/28/12 Sat Prime A 7-8p -----Sa-- :30 <del>(\$350.00)</del> 0.00 NM                      See MG 50.2                      [NA/Oversold, all higher classes of time]                 </div> </div>															
<div> <div>                     2 KSDK 10/27/12-10/27/12 Sat Prime A 7-8p -----Sa-- :30 \$525.00 0.00 NM                      Ⓜ MG for 50.1 10/27                      [mkgd]                 </div> </div>															
51	KSDK	10/27/12	10/27/12	Sat Prime B Chicago Fire	CM	8-9P	-----S-	:30	1	\$375.00	P-3	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/22/12    10/28/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$375.00    0.00                 </div> </div>															
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u> </div> <div>                     1 KSDK 10/22/12-10/28/12 Sat Prime B 8-9P -----Sa-- :30 <del>(\$375.00)</del> 0.00 NM                      See MG 52.2,52.3,52.4,52.5                      [LUR is 400]                 </div> </div>															
52	KSDK	10/27/12	10/27/12	Sat Prime C Law & Order: SVU	CM	9-10P	-----S-	:30	1	\$475.00	P-3	0.00	NM	4	\$6,400.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/22/12    10/28/12    -----S-                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$475.00    0.00                 </div> </div>															
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u> </div> <div>                     1 KSDK 10/22/12-10/28/12 Sat Prime C 9-10P -----Sa-- :30 <del>(\$475.00)</del> 0.00 NM                      See MG 52.2,52.3,52.4,52.5                      [LUR is 600]                 </div> </div>															
<div> <div>                     2 KSDK 10/27/12-10/27/12 Sat Prime C 9-10P -----Sa-- :30 \$600.00 0.00 NM                      Ⓜ MG for 40.1,51.1,46.1,52.1                      [n/a]                 </div> </div>															
<div> <div>                     3 KSDK 10/27/12-10/27/12 Sat Prime B 8-9P -----Sa-- :30 \$400.00 0.00 NM                      Ⓜ MG for 40.1,51.1,46.1,52.1                      [n/a]                 </div> </div>															
<div> <div>                     4 KSDK 10/25/12-10/25/12 Thu Prime B 8-9P ---Th----- :30 \$2,400.00 0.00 NM                      Ⓜ MG for 40.1,51.1,46.1,52.1                      [n/a]                 </div> </div>															
<div> <div>                     5 KSDK 10/29/12-10/29/12 Mon Prime C 9-10P M----- :30 <del>(\$1,800.00)</del> 0.00 NM                      Ⓜ See MG 52.6                      [LUR is \$2,000]                 </div> </div>															
<div> <div>                     6 KSDK 10/29/12-10/29/12 Mon Prime C 9-10P M----- :30 \$3,000.00 0.00 NM                      Ⓜ MG for 52.5 10/29                      [revised rate]                 </div> </div>															
53	KSDK	10/28/12	10/28/12	Football Night in America Football In America	CM	6-715p	-----S	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/22/12    10/28/12    -----S                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$2,250.00    0.00                 </div> </div>															
54	KSDK	10/28/12	10/28/12	NFL Regular Season Football NFL Regular Season Football	CM	Various	-----S	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/22/12    10/28/12    -----S                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$4,500.00    0.00                 </div> </div>															
55	KSDK	10/23/12	10/26/12	LN (M-F) LN (M-F)	CM	10-1035p	-2222--	:30	8	\$2,250.00	P-2	0.00	NM	8	\$18,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/22/12    10/28/12    -2222--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      8    \$2,250.00    0.00                 </div> </div>															
56	KSDK	10/29/12	10/29/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	2	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/29/12    11/04/12    M-----                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      2    \$2,250.00    0.00                 </div> </div>															
57	KSDK	10/27/12	10/27/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
57	KSDK	10/27/12	10/27/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$1,800.00		0.00			
58	KSDK	10/28/12	10/28/12	Post NFL News Post NFL Late News	CM	Various	-----S	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$1,350.00		0.00			
59	KSDK	10/23/12	10/26/12	Tonight Show Tonight Show	CM	1035-1137p	-1111--	:30	4	\$675.00	P-2	0.00	NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1111--		4				\$675.00		0.00			
60	KSDK	10/25/12	10/25/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	---T---	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1				\$150.00		0.00			
61	KSDK	10/29/12	10/29/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$150.00		0.00			
62	KSDK	10/29/12	10/29/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$375.00		0.00			
Totals													143	\$166,750.00	